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SIPDIS

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TAGS: [KDEM](#) [KPAO](#) [AFIN](#) [KWMN](#) [PHUM](#) [YM](#) [DEMOCRATIC](#) [REFORM](#)

SUBJECT: FINAL REPORT: DEMOCRACY SMALL GRANT FOR THE CIVIC
DEMOCRATIC INITIATIVES SUPPORT FOUNDATION (CDF)

REFS: A) STATE 187026 B) SANAA5295

11. (U) Summary : The Civic Democratic Initiatives Foundation (CDF) conducted the "Democratic Initiatives Enhancement Program: Voter Registration Education Project". It was a media project campaign aimed to inform the people that their old voter registration cards were no longer valid and encouraged them to participate in the new registration. The project has also raised awareness of targeted groups about the importance of their registration in the coming parliament election and to encourage male support for women's registration. The campaign used radio, newspapers and pamphlets, which were distributed to community local leaders. This media project was based on three studies conducted in preparation for a voter registration education program. CDF conducted fourteen-week voter registration education media campaign and a series of voter education workshops from August to October 2002.

12. (U) Media Campaign: CDF designed the program for awareness-raising to have multiple strategies. For example this program used national and local radio, newspapers and, in the second component, direct contact with local council, tribal, and religious leaders. Each of the two activities targeted a particular audience. The radio drama and comedy episodes' main audiences were rural women. For maximum outreach, each episode was broadcast three times during the weekend twice each day. Newspaper advertisements targeted the educated population of major and secondary cities, thereby reinforcing at the governorate levels the radio programs. The ads advised readers that their old cards are invalid and urge support for full family registration.

13. (U) Radio Drama and Comedy Series Broadcasting: CDF assisted six radio stations to produce a series of four episodes. Each episode broadcast twice a day, three times a week which made it clear that the old registration cards were no longer valid and it stressed the importance of all sectors of the community registering for the coming election (targeting all Yemenis 18 and older with particular attention to rural Yemeni and women). CDF used the most popular radio program such as Kalam Fi al-Samim in Hadramout, Ma Yesah Ela Asahieh in Aden, kalam Mozon in Hodeidah, etc. Each station provided CDF with an evaluation and impact assessment at the end of the project. These indicated that the message of the project reached audiences. All programs were broadcast in local dialects within the context of drama or comedy, therefore reaching the target audience, particularly the illiterate ones.

14. (U) Newspaper Announcements and Articles: Twelve weekly newspapers carried three-inch two-line announcements during August. Some ads were accompanied by articles. The total newspaper run was 114 weekly and 70 daily announcements and more than 18 articles. The ads had slightly different messages each week in order to attract more attention. The articles carried the message that the old registration is no longer valid, and motivated readers to encourage all family members, in the rural or urban areas, to register.

15. (U) Community Leaders Pamphlet: 50,000 copies of the pamphlet were printed and distributed all over the country through local councils and CDF volunteer network for official and traditional community leaders including 6,664 district level local council members and tribal and religious leaders. The pamphlets covered areas where no radio or TV transmissions are available. The pamphlet conveyed the message that the old cards are no longer valid and provides information on the election terminology for the new registration with reference to the election law.

16. (U) Outcome: Project's positive impact was more than expected probably because it was one of only two projects addressing the voter registration issue early on. CDF was aware that registration is not enough; therefore, this project worked on voter education to encourage Yemeni voters, especially females, to vote in the 27 April 2003 elections. The project used voters' education in the general context of comedy, drama and explanatory newspaper articles instead of plain direct educational statements. The main target audience for the project were villagers and women,

groups which historically receive the least attention from media and public awareness programs.

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